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EDUCATION

Ph.D. Candidate in Marketing (Exp. 2008)
Washington University in St. Louis, MO, USA

M.S.B.A in Marketing, 2001
Washington University in St. Louis, MO, USA

M.A. (Honors) in International Economic Relations, 1998
Ukrainian Institute of International Relations, Kiev National University, Kiev, Ukraine

Ph.D. Program (Political Science and Public Administration), 1997-1998
University of Missouri, St. Louis, MO, USA

B.A. (Honors) in International Economic Relations, 1997
Ukrainian Institute of International Relations, Kiev National University, Kiev, Ukraine

ACTR/ACCELS Exchange program, 1996-1997
University of Missouri, St. Louis, MO, USA

TEACHING EXPERIENCE

School of Economics and Management, Catholic University of Portugal

Undergraduate: Brand Management, Spring 2005, 2007 and Fall 2005

MBA: Marketing Management, Fall 2004 ~ 2007

Brand management, Summer 2005, 2007

Executive: Strategic Brand management, (teaching) 2004-2007

Marketing Program in Distribution and Retail, 2007

(teaching, coordinator)

University of Missouri – St. Louis

Undergraduate: Principles of Marketing, Spring 2004

John M. Olin School of Business, Washington University, St. Louis

Principles of Marketing, guest lectures, Fall 2001 (Instructor Sonja Radas)

Markstrat Administrator, Fall 2000, Fall 2001 (Instructor Chakravarthi Narasimhan)

Teaching Assistance John M. Olin School of Business, Washington University, St. Louis

MBA: Marketing Strategy, Marketing Channels, Service Marketing, Pricing, New Product Design and Development, Pricing, Brand Management, Database Marketing

Undergraduate: Marketing Research, Principles of Marketing

PROFESSIONAL EXPERIENCE

United Nations Development Project, Kiev, Ukraine, Consultant, Summer 1998

American Review of Public Administration, Editorial Assistant, 1997-1998

Economics Resource Center, University of Missouri, Assistant, Fall-Spring 1996

Center for Marketing Research, Kiev National University, Assistant, Summer 1997.
Marketing research projects on commodities and hardcover publications markets in Ukraine.

Department of Foreign Affairs of Ukraine, Spring 1995, Intern.

News releases and memorandums on the status of economy and business affairs in Ukraine.

Consulting Projects: C'Est La Vie Productions, St. Louis MO (2003) and Pinela Communications, St. Louis MO (2003-2004), Yäbulu.com, Lisbon Portugal (2007)

RESEARCH ASSISTANCE AND SERVICE

Research assistance for Carrie Heilman and Ambar Rao for their paper:

Pleasant Surprises: Consumer Response to Unexpected In-Store Coupons," *Journal of Marketing Research*, with K. Nakamoto, May 2002

In-store data collection, survey design, SAS programming

Research assistance for Carrie Heilman and Ambar Rao for their paper:

"Too Big to Fail: Dominant Brands and the Impact of Shelf Space," with K. Nakamoto, working paper

Experiment design, survey instrument, mock store experiment data collection

Research Assistance for Sonja Radas and Bart Hamilton on their project on R&D alliances in Pharmaceutical Industry, data collection.

RESEARCH INTERESTS

Product line decisions, Competition in high technology markets, New product announcements and introductions, consumer promotions.

TEACHING INTERESTS

Marketing Management, Marketing research, Advertising, Marketing Channels, New Product Introduction and Design, Brand Management

SELECTED WORKING PAPERS

"Investigating the Two-Stage Choice Process of In-Store Sampling: Trying and Buying" with Carrie Heilman, Sonja Radas

"Empirical Investigation of Competitive Conduct: Does Product Life Cycle Matter?"

with Amit Pazgal

"Cooperation and Competition Between R&D and Marketing Activities"

with Joao Borges Assunção

"Manufacturer Product Line Decisions in Competitive Setting: The Case of Digital Cameras"

"New Product Announcements in High Technology Markets: When and How Much to Say?"

"Promotions in 'unfair' price categories" with Amar Cheema

PRESENTATIONS

2007 Marketing Congress, Portuguese Marketing Association, Lisbon, Portugal

Bridging Operations and Marketing: New Product Development, UCP 2005

Graduate Student Research Symposium, Washington University, 2003

Marketing science, University of Alberta, Edmonton, 2002

HONORS AND AWARDS

Doctoral Fellowships, Olin School of Business, Washington University

AMA-Sheth Doctoral Consortium Fellow, University of Minnesota, 2003

INFORMS Doctoral Consortium, MSI Annual Conference, Edmonton, 2002

Soros Foundation Grant, Graduate Fellowship, Chancellor Fellowship, University of Missouri, 1997-1996

Outstanding Marketing Student Award, AMA, 1997

Business School Special Recognition Award, University of Missouri, St. Louis, 1996

Scholarship for excellent performance, UIIR Kiev National University, 1993-1997

GRANTS

Foundation for Science and Technology [PTDC/GES/72303/2006 - Gestão]

Project: The Internet and the Service Economy Rating: Excellent

With Pedro Oliveira, Celine Abecassis-Moedas and Rui Sousa (Catholic University)

SERVICE

- Undergraduate Advisory Committee, School of Economics and Management, Catholic University of Portugal
- Advisor, L'Oreal Brandstorm International Competition, 2005-2007 (2 National wins)
- Organizer, Lisbon Series on Performance, Innovation Management and Growth, 2005-2007
- Organizer, Bi-annual Conference on Bridging Operations and Marketing, UCP 2005

PERSONAL INTERESTS

Photography, Ultimate Frisbee (Intramural team, 1999), Taek Won-Do (7th Gup), Web Design